



Cornell University
College of Agriculture and Life Sciences
New York State Agricultural Experiment Station

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FOR IMMEDIATE RELEASE

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Business Training Offered for Agricultural Entrepreneurs

MILLBROOK, NY: If you are an agricultural entrepreneur who is thinking of starting an agricultural-based venture, or have already started one, consider taking the NxLevel™ "Tilling the Soil of Opportunity" agricultural entrepreneurship business plan training course this fall. The six-day course is designed for people who are searching for innovative ideas and enhanced marketing opportunities in the area of value-added agriculture. Over 50 entrepreneurs or potential entrepreneurs have completed the practical training program, which has been offered six times.

Each two-day session covers several topics. They include: taking stock of your resources; business concept, mission and goals; legal structure (regulations, contracts and leases); management from the ground up; marketing issues; marketing strategies; budgeting; record keeping and accounting; cash flow and financial statements; financing; and business growth issues and strategies.

Sessions run November 13-14, November 27-28, and December 11-12, at the Suffolk County Cornell Cooperative Extension building at 423 Griffing Avenue, Suite 100, Riverhead, NY. The hours are Tuesday, 1-7 p.m. and Wednesdays from 8 a.m.- noon.

Each session builds on the previous ones. At each session, guest speakers such as small business attorneys, bankers, insurance agents, and marketing consultants with experience serving the farming community will be available for consultation.

Sponsors include the Cornell Cooperative Extensions - Suffolk and Dutchess Counties, NYS Farm Viability Institute, the NYS Ag Innovation Center, Cornell Entrepreneurship Education & Outreach Program, NY New AgVenture Project, NYS Food Venture Center.

The workshop brochure and online registration can be viewed at <http://www.nysaes.cornell.edu/hp/events/detail.php?id=64>

For more information about NxLevel™ visit: <http://www.nxlevel.org>

Cost of participation is \$300 per registrant, which includes books and meals. Spouses and partners are encouraged to attend at a reduced rate of \$225. Please register on line at the above website or through Cheryl Leach at 315-787-2622 or cal35@cornell.edu.

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